



*note  
drop in  
installment*

445 HAMILTON AVENUE  
WHITE PLAINS, NY 10601  
(914) 993-8000

23

January 20, 1988

Mr. Gene Campbell  
NEIMAN MARCUS  
1618 Main Street  
Dallas, TX 75201

Dear Gene:

Welcome to the Pre-Launch Pilot of the PRODIGY<sup>SM</sup> Interactive Personal Service.

As we have discussed, the first PRODIGY Service Members who will see your application will be a controlled group of testers. We will expand the scope of our testers to include selected portions of the general public and this number will continue to increase steadily.

Enclosed is your PRODIGY<sup>TM</sup> Start-up Kit including a PRODIGY Service Guide and two PRODIGY<sup>TM</sup> software diskettes. The purpose of this Start-up Kit and PRODIGY Service ID is to allow you access to the PRODIGY Service in order to receive and respond to messages from PRODIGY Service Members. The ID and initial password have been preassigned and are included in the Service Guide. Use of the ID is restricted to those individuals within your company who are responsible for the messaging activities which are part of your application.

To join the PRODIGY Service, you will be required to accept all standard terms and conditions for use of the PRODIGY Service (except that you may not enroll multiple members with your ID, you won't be billed for a Service Membership and you pay all telephone charges incurred in sending or receiving messages).

1. INSTALLATION AND ENROLLMENT:

Please install the software and complete the enrollment process as soon as possible. Additional tips for enrollment are enclosed as Attachment A.

If you have any problems with the installation or enrollment, please call PRODIGY Membership Services at (800) 759-8000.

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2. MESSAGING:

After successful enrollment, we will have a member of our staff send messages to your mailbox. Please respond to these messages within 24 hours. Complete instructions for messaging are in the PRODIGY Service Guide section on How to Use Your Personal Mailbox starting on page 5.7.

3. ORDER PROCESSING:

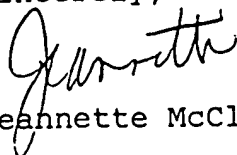
Enclosed, as Attachment B, is an explanation of the Order Receipt and Processing method TRINTEX will be using for orders placed on the PRODIGY service.

During the Pre-Launch Pilot, we must also ask you to maintain the confidentiality of the Pilot by not showing, discussing with or disclosing to any non-Member the PRODIGY Service, the software diskettes, Service Guide, other materials provided to you as part of this Pre-Launch Pilot, or their contents. By accepting this material, you agree to abide by these requirements.

Should you be asked for information about the PRODIGY Service by members of the press or others, please refer them to the TRINTEX Communications Department at (914) 993-8843.

If you have any questions about the Service, feel free to contact our Membership Services Department at (800) 759-8000.

Sincerely,

  
Jeannette McClennan

JMcC:aa  
Enclosures

## ATTACHMENT A

USE THESE INSTRUCTIONS TO GUIDE YOU THROUGH ENROLLMENT

### HOW TO ENROLL

- STEP 1: Read and follow instructions in the PRODIGY Service Guide pages 2.1 - 2.6.
- STEP 2: As indicated on the top of page 2.7, you will now be at the PRODIGY Service Start-up Menu.

The PRODIGY diskettes support both 1200 and 2400 baud operation. If you have a modem that works at 2400 baud, we recommend that you select operation at that speed. This can be done by choosing option "4" to change the communications port on the PRODIGY Service Start-up Menu.

Select Choice #1: "Run the PRODIGY Service if you have an ID." Your ID and temporary password are provided in the inside cover of your Service Guide.

- STEP 3: Type in your ID and password. You will be connected to the PRODIGY Service.
- STEP 4: Read all the Agreement Screens and follow the instructions. Please note that the agreement contains the same terms and conditions (except as stated in the cover letter) as any Member must accept to join the PRODIGY service.

- STEP 5: Enter the information that will be used as the "signature" name for messages you send. We suggest:

Title: Skip

First Name: N-M

Initial: Skip

Last Name: Catalog Sales

If you follow the above suggestion, your "signature" on your messages will appear as:

N-M Catalog Sales

- STEP 6: Change your password per the instructions on the screen.

STEP 7: Date of Birth - used for targeting leader ads. We suggest you:

- ☒ Skip (Default to ADULT)
- ☐ Enter a date before 1960 (ADULT)
- ☐ Enter a date after 1960 (CHILD)

STEP 8: Gender - also used for targeting leader ads. We suggest you:

- ☒ Skip (Default to MALE)
- ☒ Male
- ☒ Female

CONGRATULATIONS!

YOU HAVE NOW COMPLETED INSTALLATION AND ENROLLMENT

STEP 9: Read and become familiar with the section on "How to Use Your Personal Mailbox" starting on page 5.7.

IF YOU NEED ASSISTANCE, PLEASE CALL PRODIGY MEMBERSHIP SERVICES AT (800) 759-8000.

## ATTACHMENT B

### EXPLANATION OF ORDER RECEIPT AND PROCESSING

The following process is an interim step prior to the electronic transfer of orders from PRODIGY Members to Participants on the PRODIGY Service. We will inform you in advance of any changes to this interim process.

Orders or responses will be collected and sent to you in the following manner:

TRINTEX will send an overnight courier envelope, with sealed internal envelope, containing actual orders and/or responses to questions asked within your application:

Member order and responses are collected by TRINTEX on a daily basis and sent to you the next day. Responses are sent every Monday through Saturday (please note orders and responses received on Monday are processed and sent to you on Tuesday; those received on Saturday and Sunday are sent on Monday).

Confirmation of receipt of the contents of each envelope must be made within 24 hours to PRODIGY Membership Services at (800) 759-8000.

You will receive an envelope only if there are orders or responses from the previous day.

For any questions concerning the contents of an envelope or these procedures, please call PRODIGY Membership Services at (800) 759-8000.

The orders and responses contain extremely private information such as credit card numbers and detailed responses to personal questions. Our procedures have been designed to handle this information in a proper and secure manner. We must request that you do the same, and use this information only in accordance with our Agreement. Please call your Commercial Client Service Executive if you have any questions about this requirement.